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THO

3 in One Sense

Vol. XXXVII

JULY, 1920

No. 4



Keep the Handy Oil
Can handy,
Sportsmen like it
fine and dandy.



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SMALL SIZE

One Ounce
Sold Quickly
Used Quickly



Buy at \$1.20 per
doz. Sell at 15c
each. Profit—5c
each.

HANDY OIL CAN

Three Ounces
Handy, Compact
The "Man's" Size



Buy at \$2.40 per
doz. Sell at 30c
each. Profit
—10c each.

LARGE SIZE

Three Ounces
Popular Price
Big Seller



Buy at \$2.40
per doz. Sell
at 30c each.
Profit—10c
each.

HOUSEHOLD SIZE

Eight Ounces
Most Oil For
Least Money



Buy at \$4.80
per doz. Sell
at 60c each.
Profit—20c
each.

YOUR JOBBER HAS ALL SIZES



This magazine is Little but its message is Big Profits to Dealers.
Published monthly by the THREE-IN-ONE Oil Co., 165 BROADWAY, NEW YORK CITY.

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Paper

(By a Dealer's Son)

THAIR is menny kind of papers such as news, rapping, note, wall, oil, waste and others tu noomerous tu menshun.

Peepul offen gets rapped in newspapers, but good stoarkeepers don't rap nothing in newspaper, but have rapping paper.

Note paper is sumtimes rapping paper. When yew send a dunning note on note paper yew userly don't care a rap how hard yew rap.



Paper is sed by sum atthorities to keep peepul warm, espesherly note paper. My paw sez a 30-day note of his kept him in a sweat for a hole month onct.

Wall paper is yewseful mostly for landlords to raze rents on. They raze it onct when they promis to paper yure stoar and raze it again when they do it.

Oil paper is rapping paper. But the 3-in-One Oil Co. gets out a paper that don't rap nobody. It don't hafta. They call it 3-IN-ONE SENSE because it makes oil cents for dealers. 3-in-One Oil makes fine tracing paper. Yew just apply it on boath sides of orddinary note paper. Yew can trace good bizness to 3-in-One.

My paw sez waste paper is the kind he gets from oil manufackurers offering 80 pursent profit and a gold watch and a chanct on a white elephant, witch he don't take no stock in the premiums nor the oil neither, because they don't yewse papers to advertise in.



The Firearm Twins

THEIR names are Handy Oil Can and Pyramid Solvent. They weigh three ounces each, sell for 30c each and make the retailer a profit of 10c each. They are side partners on the shelf of every live dealer who sells supplies to shooters. They should be "side kicks" in every sportsman's kit.

The Handy Oil Can of 3-in-One keeps all action parts of rifle or shotgun in A-1 shooting trim; prevents rust inside and outside; polishes the wooden stock. Pyramid Solvent is a liquid compound that removes the residue of smokeless and black powder from the bore, *easy as pie*, and loosens metal fouling. *Both* are necessary. You make twin sales every time.



PYRAMID SOLVENT is being extensively advertised in all leading shooters' publications. Get a trial dozen at \$2.40 from your jobber.

When an employe really knows more than his employer, he knows enough not to boast of it.

3-in-One Chases Skeeters

PERHAPS there are some of your customers to whom the following will be "news", although to thousands of campers, etc., it has been "old stuff" for years:

Two Harbors, Minn., March 8, 1920.

3-in-One Oil Co.--

I see in your advertisement in Collier's, that you specify many uses for 3-in-One Oil. Through accident, while trout fishing, I have found out that it is fine as a chaser of mosquitoes and flies. It does not injure the skin in any way whatever. When I enter the woods to fish or hunt in fly time, I just pour about a teaspoonful onto my hand and rub in on my neck, face, wrists and hands. Deer flies, gnats and mosquitoes won't come near it, much less sting me. I am telling you this so you can experiment and if you care to, can enter it in your advertising.

Yours respectfully,

JOHN F. TESAR.

Oil lesson; oil lessens toil.

We'd Blow Up

"What would you call a man who bottles up his wrath when a dealer tries to sell him a substitute for 3-in-One?"

"I'd call him a corker."

HELP YOUR WIFE

3 IN



The same high quality 3-in-One Oil that men have been using for 25 years to lubricate all kinds of light mechanisms—tools, guns, fishing tackle, bicycles, typewriters—is the “just right” oil for all modern household machinery.

Help your wife and lengthen the life of her mechanical assistants by regular applications of 3-in-One.

After you have properly oiled the big things—vacuum cleaner, sewing machine, washing machine, start in on the little ones—those locks, bolts, and hinges that stick, the old clocks that persistently lose time or run only when lying down.

THREE-IN-ONE OIL COMPANY, 165 E. U. H. Broadway, New York

Free Sample and Dictionary

Three-in-One Oil Co., 165 E. U. H. Broadway, New York
Please send Sample and Dictionary of Uses.

3-in-One penetrates to the innermost friction points and works out all caked grease and dirt. The great viscosity of 3-in-One holds it in the bearings, where it reduces friction almost to the vanishing point.

There are many other valuable home and office uses for 3-in-One. These are all explained in a Dictionary which is packed with every bottle and sent with every sample.

FREE—Generous sample and Dictionary of Uses. Request them on a post card or use the coupon.

3-in-One is sold at all good stores. Prices east of the Rocky Mountain States, 15c, 25c and 60c in 1, 2 and 3 lb. cans. 30c in Handy Oil Cans.

165 E. U. H. Broadway, New York

Name _____
Street Address or R. R. _____
City _____ State _____

Local Advertising Costs Little, Does Much

AT the left is a small reproduction of a full-page ad in colors—one of a series of 13, now running in the *Saturday Evening Post*.

This ad cost us \$7500, exclusive of art work. The *Post* has 2,108,600 subscribers. Thus, we pay over 3/10 of a cent to tell each individual subscriber the virtues of 3-in-One, every time we run an ad. Now—

The smaller ad is one of another series of 13, prepared by us for dealers' use in their local newspapers, to connect their business with our powerful advertising in 38 publications. It is four inches deep—one column wide.

See what this advertising costs—and *does*. In an average newspaper of, say, 1500 to 2000 subscribers, it would cost about 80c to insert. This is at the rate of less than 1/20 of a cent for each subscriber. The electro, complete, costs you nothing—not even postage. Your profits on only four "Household Size" sales pay for the entire transaction. You create new business and satisfied customers. And 3-in-One quality makes sale after sale.

National advertising, even at the high rate of 3/10 of a cent per name, can do no more than create a buying desire. Local advertising, at less than one-sixth of the cost per person, *clinches the 3-in-One sales for the dealer far-sighted enough to make use of his chances.*

Perhaps other of our electros will meet your needs better than the one shown. Drop us a card for Circular of Free Ads.



**DUST WITH
3-IN-ONE OIL**

Try this on your buffer, disc,
and other, porous surface.
It will make a fine dusting.
Then, wipe fatness just as
it comes.

It is intended and designed for the
every use of dusting, and, for a
little more, and much. A little more
is a little better, and more, more, and
all to appear. All the original beauty
of it, it is to be returned.

The only one to give it to you to sell in
all good stores. Buy it from the
3-in-One Co., Inc., available in Boston,
Hampden, Mass.

SEE, WE are a good one to see
at all times, look at it, and see
it.

(Dealer's Name
and Address)

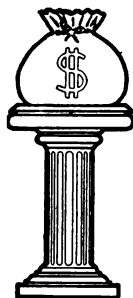
3-in-One In The Movies

WHEN Wallace Reid, as Sylvester in the *Dancin' Fool*, was canned for buying a typewriter, he burst into the film a little later with a Handy Oil Can—and “cannily” got his job back.

Naturally, when they wish to present typewriter oil in a movie story, they use 3-in-One. They keep it right at hand on the “lot” and on “location”. Camera men have their written instructions to use it. Projecting machines are oiled with it at headquarters, and, by recommendation of producing companies, in theatres all over the United States.

Are *you* selling 3-in-One to your local movie house? They use a lot of it.

Conservation? 3-in-One
Ousts the waste and saves the “mon”,
Nips old Friction in the bud,
Sees that Rust and Tarnish scud,
Everything’s kept going strong.
Razor blades last twice as long,
Varnished wood stays bright and new,
Auto springs won’t bust in two,
Tools last longer. Gun and wheel,
Iron, leather, nickel, steel
Owe long life to what it’s done.
Now will you stock 3-in-One?



The man who attends strictly to his own business has plenty of business to attend to.



Signs Should Be Level With Eyes

AFTER hundreds of experiments in their stores, the United Drug Co. has learned definitely that best results are obtained by placing signs on a level with the average customer's eyes. Hung thus, they are found to be five times as effective as when placed above or below their range of vision.

To Make Good Business Still Better

TEXAS LEATHER COMPANY

1697 PURCHASE ST., NEW BEDFORD, MASS.

LEATHER, HARDWARE, GLASS, PAINT, KITCHEN UTENSILS, ETC.

Three-In-One Oil Co.,

June 3, 1920.

Dear Sirs:--Have received yours of the 2nd inst., and will be very pleased to have one of your window displays. Wish to state that we have carried your product for quite some time, and find it to be a very good seller, but with your display, we wish to increase our sales, and to do every possible thing to keep it at its standing. Thanking you, we remain,

Yours respectfully,

TEXAS LEATHER & HDWE. CO.

R. A. Chenel.

Think how many people need 3-in-One Oil every day, whose minds are on something else when they're passing or entering your store. Get their eyes on 3-in-One and you get their order.

**Most of us get just what we deserve,
but few of us are willing to admit it.**

3-in-One At The Circus

RINGLING BROS. and Barnum & Bailey, combined, is known as the "Biggest Show on Earth". It has 40 departments and 3-in-One Oil is used in every one of them. Next time this huge 3-ringer hits your town, you'll know why the show runs so smoothly. Hundreds of dollars' worth of oil is used every season.

Run Your Own "Mail Order House"

IS there any law in your state which says you may not sell beyond a certain district? Of course there isn't. The "boundary" of your trade exists only in your imagination. Anybody living beyond it "belongs" to the mail order houses, you think. Well, it *needn't*—not as long as you and your clerks have any spare time, whatever, in which to go after their business by mail.

Clerks' salaries go on just the same in the idle hours of the day. Why not use this paid-for time by soliciting mail orders from outlying districts? A simple circular listing a few "specials" every week would do as a starter.



You have everything to gain and nothing to lose by trying this.

Clear As Mud

Willie is an errand boy for Jones & Co. Hardware Store. He was recently asked whether Mr. Jones or his partner usually reached the store first. "Well," said the boy, "Mr. Jones at first was always last, but later he began to get earlier, till at last he was first, though before he was always behind. He soon got later again and got behind as before, but I expect he'll be getting earlier, sooner or later."

A Poem With A Moral

was sent by J. L. Musick, one of this month's poetry contest winners. Mr. Musick sure is "tootin'" when he tells the world the evils of "substitootin' ". "Never again!" he says.

One dollar each is paid for poems appearing on this page. Get in our monthly contest. Not more than eight lines accepted.

Oil trade goes on the toboggan, when not stocked with 3-in-One,
Customers go out a-foggin' when I say, "No, I have none."
Been a-tryin' substitootin', and I find it can't be done;
No other oil—you betcher tootin'—when they asks for 3-in-One.
I can see my profits risin' since I'm stocked with 3-in-One;
Comp'ny does the advertisin' and I simply takes the mon.

J. L. MUSICK, Grocer,
Crescent City, Cal.

The high cost of living is surely no joke,
It's battered and busted and left us all broke,
But there's one way still left us, this demon to foil,
In your household and business use 3-in-One Oil.

S. C. BARBER,
Care of Seaco, Boston, Mass.

When you're lonesome uneeda mother,
When you're hungry uneeda bun,
But when your bearings are getting rusty,
Uneeda dose of 3-in-One.

BETTY UPHAM,
Monroe, Mich.



3 0112 070629545

Fishing Reels,
 Rods and Lines,
 Fishing Flies,
 Baseball Gloves,
 Auto Springs,
 Auto Bodies,
 Magnetos,
 Golf Clubs,
 Tennis Racquets,
 Bicycles,
 Cameras,
 Firearms,
 Motor Boats,
 Ice-Cream Freezers,
 Fruit Jars,
 Lawn Mowers,
 Electric Fans

Summer Sales for 3-in-One

Summer is the "open season" for 3-in-One sales. Look at the list opposite. See in how many ways it makes the "hours of ease" still easier, and lightens summer labors.

Keep 3-in-One on your counter. Recommend it to sportsmen. Show it in your window of sporting goods. Send for display material, now—today.



THREE-IN-ONE OIL CO.

165 Broadway • New York